

ABSTRACT

A computerized method effectively promotes the sale and distribution of medical devices utilized in device-dependent medical or surgical procedures. The method
5 includes maintaining a computerized data directory of a plurality of procedure-qualified medical service providers, providing a user interface to the data directory through a wide access communication network such as the Internet or the public telephone system,
10 receiving an inquiry pertaining to a medical condition of concern to the user, providing information to the user on treatment options for the medical condition of concern, including information on the device dependent medical or surgical procedure, and querying the data directory to
15 find a procedure-qualified medical service provider available to the user. The results of the query are communicated to the user via the user interface.